

RETURN TO
DESIGN DIV.

PATENT OFFICE

FEB 12 1948

DESIGN DIVISION



ON EVERY WHEEL

E-W

THE QUALITY SEAL



B-861

PRINCESS FOLDING COACH with Safety Stand

Body: All steel chassis and frame covered with plastic-finish fabric. Insulated. Longer, newly-shaped, coach-type body. Padded with 5-leaf welt effect applique. Sled with footwell at front and 5-position, adjustable back. Double section loose mattress cushion. Fully padded rail trimmed with hidem gimp. Folding foot extension. Fully fitted front stormshield. Full metal draft rail. Pocket.

Hood: Five-bow type with visor; covered and welted with plastic-finish fabric. Protective bumper edging. Extra gauge chromium plated hood spanners. Anchored and removable.

Gear: Body-shaped. Low, long Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Chromium plated tubular pusher. Body supporting stabilizer bar attached to body. Chromium plated Safety Stand locks positively in "down" position; slides into telescope under rail when not in use. 12-inch, 16-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.) 1-3/16" white, treaded, rubber tires. Solid, square (1/2") steel axles. Deluxe, non-rattling, chromium plated hub caps (Patented). Double action foot brake.

Colors: Fabrics — Blue-Gray, Blue, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight: 58 lbs. Shipping weight (one in a carton, prepacked) 69 lbs.

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B-862

PRINCESS FOLDING COACH with Safety Stand

Body: All steel chassis and frame covered with plastic-finish fabric. Insulated. Longer, newly-shaped, coach-type body. Padded with triple welt effect applique and two-tone fabric decoration. Sled with footwell at front and 5-position, adjustable back. Double section loose mattress cushion. Deluxe, fully padded double welt box rail. Folding foot extension. Fully fitted front stormshield. Full metal draft rail. Bellow-type zipper pocket.

Hood: Six-bow type, with visor; covered, lined, and welted with plastic-finish fabric. Protective bumper edging. Extra gauge chromium plated hood spanners. Anchored and removable.

Gear: Body-shaped. Low, long Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. 3-position, adjustable, chromium plated tubular pusher with safety stops. Body supporting stabilizer bar attached to body. Chromium plated Safety Stand locks positively in "down" position; slides into telescope under rail when not in use. 12-inch, 16-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 1 3/8" semi-pneumatic, white, treaded rubber tires. Solid, square (1/2") steel axles. Deluxe, non-rattling, chromium plated hub caps (Patented). Double action foot brake.

Colors: Fabrics — Blue-Gray, Blue, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight: 60 lbs. Shipping weight (one in a carton, prepacked) 71 lbs.





B-860

PRINCESS FOLDING COACH

Body: All steel chassis and frame covered with plastic-finish fabric. Insulated. Longer, newly-shaped, coach-type body. Padded with triple welt effect applique. Sled with footwell at front and 5-position, adjustable back. Double section loose mattress cushion. Fully padded rail trimmed with hidem gimp. Folding foot extension. Fully fitted front stormshield. Full metal draft rail. Pocket.

Hood: Five-bow type with visor; covered and welted with plastic-finish fabric. Protective bumper edging. Extra gauge chromium plated hood spanners. Anchored and removable.

Gear: Body-shaped. Low, long Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Chromium plated tubular pusher. Body supporting stabilizer bar attached to body. 12-inch, 12-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 15/16" treaded gray rubber tires. Solid, square (1/2") steel axles. Deluxe, non-rattling, chromium plated hub caps (Patented). Double action foot brake.

Colors: Fabrics — Blue-Gray, Blue, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight: 48 lbs. Shipping weight (one in a carton, prepacked) 59 lbs.

B-859

PRINCESS FOLDING COACH

Body: All steel chassis and frame covered with plastic-finish fabric. Insulated. Padded with double welt effect applique and two-tone fabric decoration. Longer, newly-shaped, coach-type body. Sled with footwell at front and 5-position, adjustable back. Double section loose mattress cushion. Fully padded rail trimmed with hidem gimp. Full metal draft rail. Folding foot extension. Fully fitted stormshield. Pocket.

Hood: Five-bow type with visor; covered and welted with plastic-finish fabric. Protective bumper edging. Extra gauge chromium plated hood spanners. Anchored and removable.

Gear: Low, long Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Chromium plated tubular pusher. Body supporting stabilizer bar attached to body. 12-inch, 16-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 1-3/16" treaded white rubber tires. Solid, square (1/2") steel axles. Deluxe, non-rattling, chromium plated hub caps (Patented). Double action foot brake.

Colors: Fabrics — Blue-Gray, Blue, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight: 53 lbs. Shipping weight (one in a carton, prepacked) 64 lbs.



TO
RETURN
DESIGN DIV.



B-858

PRINCESS FOLDING COACH

Body: All steel chassis and frame covered with plastic-finish fabric. Insulated. Padded with double welt effect applique and two-tone fabric decoration. Longer, newly-shaped, coach-type body. Sled with footwell at front and 5-position, adjustable back. Double section loose mattress cushion. Fully padded rail trimmed with hidem gimp. Full metal draft rail. Folding foot extension. Fully fitted stormshield. Pocket.

Hood: Five-bow type with visor; covered and welted with plastic-finish fabric. Protective bumper edging. Extra gauge chromium plated hood spanners. Anchored and removable.

Gear: Low, long Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Chromium plated tubular pusher. Body supporting stabilizer bar attached to body. 12-inch, 12-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 15/16" treaded white rubber tires. Solid, square (1/2") steel axles. Deluxe, non-rattling, chromium plated hub caps (Patented). Double action foot brake.

Colors: Fabrics — Blue-Gray, Blue, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight: 46 lbs. Shipping weight (one in a carton, prepacked) 57 lbs.

B-857

PRINCESS FOLDING COACH

Body: All steel chassis and frame covered with plastic-finish fabric. Insulated. Padded with double welt effect applique and two-tone fabric decoration. Longer, newly-shaped, coach-type body. Sled with footwell at front and 5-position, adjustable back. Double section loose mattress cushion. Fully padded rail trimmed with hidem gimp. Folding foot extension. Fully fitted stormshield.

Hood: Five-bow type with visor; covered and welted with plastic-finish fabric. Protective bumper edging. Chromium plated hood spanners. Anchored and draftproof.

Gear: Low, long Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Chromium plated tubular pusher. Body supporting stabilizer bar attached to body. 12-inch, 12-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 15/16" treaded gray rubber tires. Solid, square (1/2") steel axles. Deluxe, non-rattling, chromium plated hub caps (Patented). Double action foot brake.

Colors: Fabrics — Blue-Gray, Blue, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight. 45 lbs. Shipping weight (one in a carton, prepacked) 56 lbs.

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B-855

PRINCESS FOLDING COACH

Body: All steel chassis and frame covered with plastic-finish fabric. Insulated. Padded with silver decorative band. Longer, newly-shaped, coach-type body. Sled with footwell at front and 5-position, adjustable back. Double section loose mattress cushion. Folding foot extension. Fitted front stormshield. Protective bumper edging.

Hood: Four-bow type with visor; covered and welted with plastic-finish fabric. Protective bumper edging. Chromium plated hood spanners. Anchored and draft-proof.

Gear: Low, long Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Chromium plated tubular pusher. Body supporting stabilizer bar attached to body. 12-inch, 12-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 15/16" treaded gray rubber tires. Solid, square (1/2") steel axles. Deluxe, non-rattling, chromium plated hub caps (Patented). Double action foot brake.

Colors: Fabrics — Blue-Gray, Blue, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight: 41 lbs. Shipping weight (one in a carton, prepacked) 52 lbs.

B-856

PRINCESS FOLDING COACH

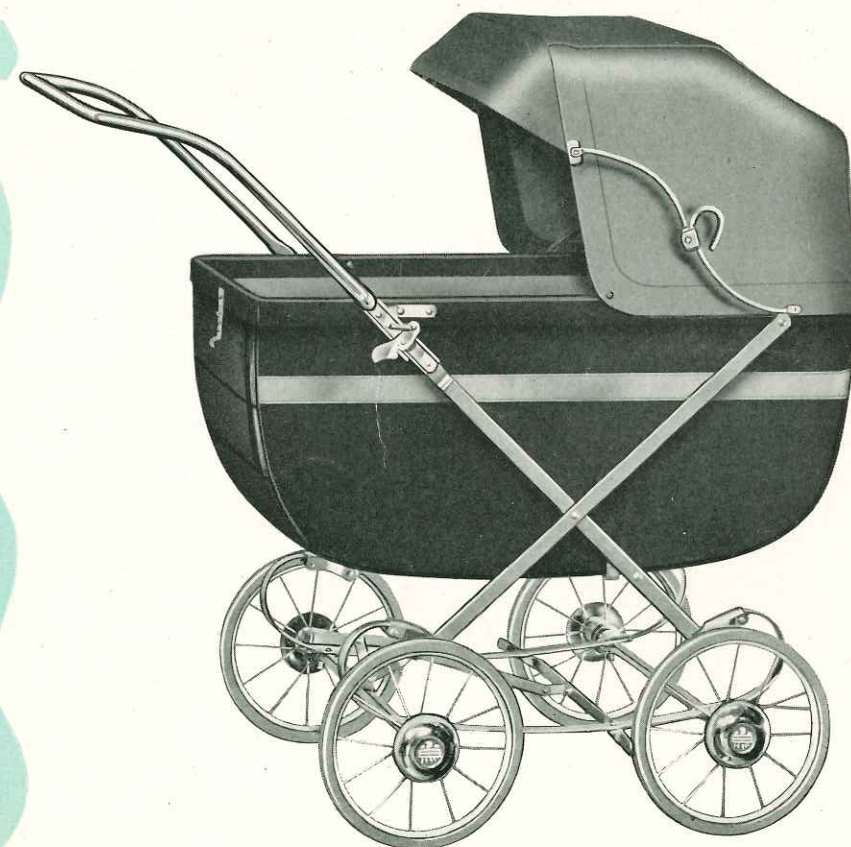
Body: All steel chassis and frame covered with plastic-finish fabric. Insulated. Padded with multiple welt effect applique. Longer, newly-shaped, coach-type body. Sled with footwell at front and 5-position, adjustable back. Double section loose mattress cushion. Half pad, double welt box rail. Folding foot extension. Fitted front stormshield.

Hood: Four-bow type with visor; covered and welted with plastic-finish fabric. Protective bumper edging. Chromium plated hood spanners. Anchored and draftproof.

Gear: Low, long Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Chromium plated tubular pusher. Body supporting stabilizer bar attached to body. 12-inch, 12-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 15/16" treaded gray rubber tires. Solid, square (1/2") steel axles. Deluxe, non-rattling, chromium plated hub caps (Patented). Double action foot brake.

Colors: Fabrics — Blue-Gray, Blue, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight: 43 lbs. Shipping weight (one in a carton, prepacked) 54 lbs.





B-852

DROP FRONT FOLDING CARRIAGE

Body: Drop front with semi-automatic, self-locking cam latches. All steel chassis and frame covered with plastic-finish fabric. Insulated. Padded with silver decorative bands. Upholstered, two-piece, built-in laminated bottom. Fully fitted front stormshield. Half pad, double welt box rail.

Hood: Four-bow type with visor; covered and welted with plastic-finish fabric. Protective bumper edging. Chromium plated hood spanners. Anchored and draftproof.

Gear: Low, long Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Two-position. Chromium plated tubular pusher. Body supporting stabilizer bar attached to body. 12-inch, 12-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheels holders (Pat. Pend.). 15/16" treaded gray rubber tires. Solid, square (1/2") steel axles. Deluxe, non-rattling, chromium plated hub caps, (Patented). Double action foot brake.

Colors: Fabrics — Blue-Gray, Blue, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight: 39 1/2 lbs. Shipping weight (one in a carton, prepacked) 50 lbs.

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B-870

TWIN PRINCESS FOLDING COACH

Body: Twin size. All steel chassis and frame covered with plastic-finish fabric. Insulated. Padded with single welt effect applique and stitched decoration. Sled with footwell at front and 5-position, adjustable back. Double section loose mattress cushion. Fully padded rail trimmed with hidem gimp. Folding foot extension. Fully fitted stormshield.

Hood: Five-bow type with visor; covered and welted with plastic-finish fabric. Welt effect applique decoration. Protective bumper edging. Extra gauge chromium plated hood spanners. Anchored and draftproof.

Gear: Low, long Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Chromium plated tubular pusher. Body supporting stabilizer bar attached to body. 12-inch, 16-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 1-3/16" treaded white rubber tires. Solid, square (1/2") steel axles. Deluxe, non-rattling, chromium plated hub caps (Patented). Double action foot brake.

Colors: Fabrics — Blue-Gray, Blue, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight: 56 lbs. Shipping weight (one in a carton, prepacked) 69 lbs.





B-883

FOLDING PULLMANETTE

Body: Reclining, 2-position, upholstered. Full length bed with dasher up and back rest down measures 35". Seat width 15"; seat depth 12"; back height 15". Adjustable deep closed bucket dasher with apron. Closed sides with gussets.

Hood: Four-bow type; covered and welted with plastic-finish fabric. Hood is adjustable forward and backward. Protective bumper edging. Chromium plated hood spanners. Draft flap.

Upholstery: Two-tone plastic-finish fabric. Padded seat and back. Top edges of back, gussets, and closed sides decorated with silver band. Gussets. Safety strap. Apron.

Gear: Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Full chromium plated pusher. Chromium plated tubular arms. 12-inch, 16-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 1-3/16" treaded white rubber tires. Deluxe, non-rattling, chromium plated hub caps (Patented). Sold, square (1/2") steel axles. Double action foot brake.

Colors: Fabrics — Blue-Gray, Blue, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight: 49 lbs. Shipping weight (one in a carton, prepacked) 58 lbs.

B-881 Same as B-883 but with 15/16" gray treaded rubber tires on 12-spoke wheels.



B-890 Package Carrier

Electrically welded, 9 and 13 gauge wire basket attached to 1/2" steel bands. For use on all carriage and stroller pushers. May be attached to stroller arms on either side. Fitted with webbed straps. Aluminum finish to match gears. Net weight 2 lbs. Shipping weight (ten to a carton) 25 lbs.



B-851

DROP FRONT FOLDING CARRIAGE

Body: Drop front with semi-automatic, self-locking cam latches. All steel chassis and frame covered with plastic-finish fabric. Insulated. Padded with triple welt effect applique. Upholstered, two-piece, built-in laminated bottom. Fitted front stormshield. Protective bumper edging.

Hood: Four-bow type with visor; covered with plastic-finish fabric. Protective bumper edging. Chromium plated hood spanners. Anchored and draftproof.

Gear: Low, long Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Chromium plated tubular pusher. Body supporting stabilizer bar attached to body. 12-inch, 12-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 15/16" treaded gray rubber tires. Solid, square (1/2") steel axles. Deluxe, non-rattling, chromium plated hub caps (Patented). Double action foot brake.

Colors: Fabrics — Blue-Gray, Blue, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight: 37 1/2 lbs. Shipping weight (one in a carton, prepacked) 48 lbs.



B-771 FOLDING PARK STROLLER

Body: Reclining, 3-position back, upholstered. Full length bed with leg rest up and back down measures 35". Seat width 14½"; seat depth 12½"; back height 15". Adjustable leg rest with apron. Chromium plated arms. Closed sides of plastic-finish fabric.

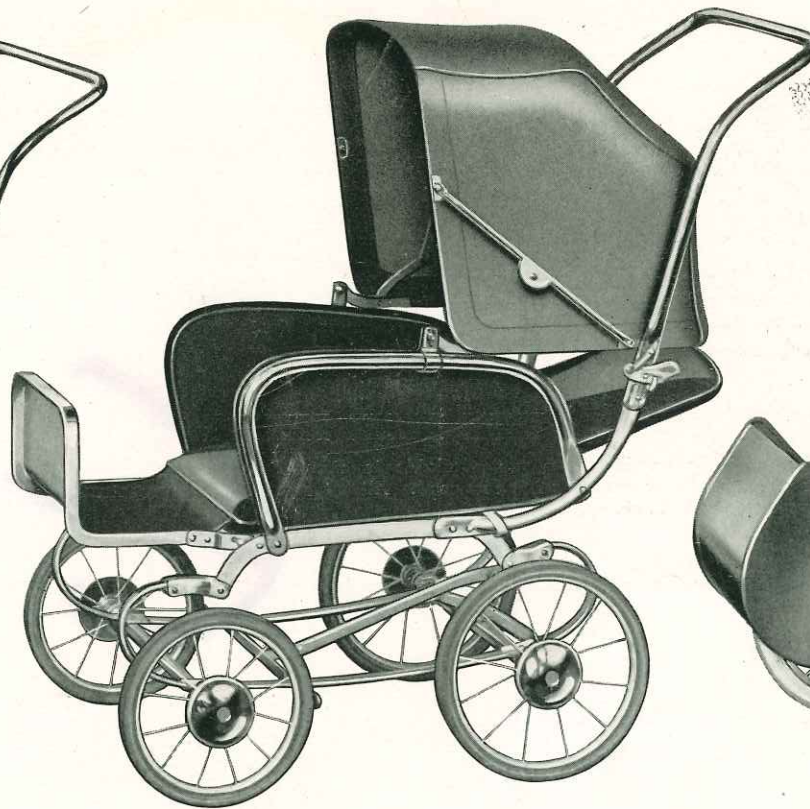
Upholstery: Two-tone plastic-finish fabric on padded seat and back. Piped with silver fabric. Safety strap. Closed sides of plastic-finish fabric.

Gear: Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Full chromium plated tubular pusher. Two 12" and two 10" steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 15/16" treaded gray rubber tires. Solid square (½") steel axles. Deluxe, non-rattling, chromium plated hub caps (Patented). Double action foot brake.

Colors: Blue. Seat and back furnished in Blue and Gray fabric piped with silver material. Closed sides in Blue. Blue apron. Baked-on Aluminum finish gear.

Net weight: 31 lbs. **Shipping weight** (one in a carton, prepacked): 40 lbs.

B-770 Same as B-771 but without closed sides.



B-772 FOLDING HOODED STROLLER

Body: Reclining, 3-position back, upholstered. Full length bed with leg rest up and back down measures 35". Seat width 14½"; seat depth 12½"; back height 15". Adjustable leg rest with apron. Chromium plated arms. Closed sides of plastic-finish fabric.

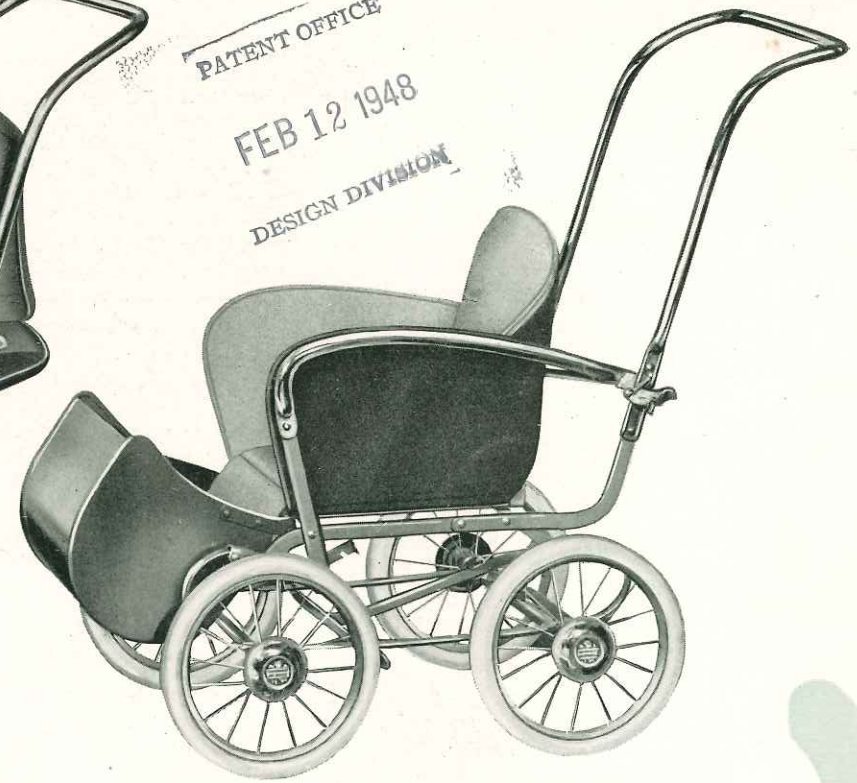
Upholstery: Two-tone plastic-finish fabric on padded seat and back. Piped with silver fabric. Safety strap. Closed sides of plastic-finish fabric.

Hood: Four-bow type, welted. Protective bumper edging. Hood is adjustable forward and back. Chromium plated spanners.

Gear: Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Full chromium plated tubular pusher. Two 12" and two 10" steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 15/16" treaded gray rubber tires. Solid square steel axles. Deluxe, non-rattling, chromium plated hub caps (Patented). Double action foot brake.

Colors: Blue. Light Gray hood. Seat and back furnished in Blue and Gray fabric piped with silver material. Blue apron. Closed sides in Blue. Baked on Aluminum finish gear.

Net weight: 39 lbs. **Shipping weight** (one in a carton, prepacked): 45 lbs.



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B-882 FOLDING PARK STROLLER

Body: Reclining, 2-position, upholstered. Full length bed with dasher up and back rest down measures 35". Seat width 15"; seat depth 12"; back height 15". Adjustable deep closed bucket dasher with apron. Closed sides with gussets.

Upholstery: Two-tone plastic-finish fabric. Padded seat and back. Top edges of back, gussets, and closed sides decorated with silver band. Gussets. Safety strap. Apron.

Gear: Duchess type of thick spring steel. Closed shackles. Easy fold with self-locking, plated trigger latch. Full chromium plated pusher. Chromium plated tubular arms. 12-inch, 16-spoke steel wheels with self-oiling, bronze roller bearings and spring clip wheel holders (Pat. Pend.). 1-3/16" treaded white rubber tires. Deluxe, non-rattling, chromium plated hub caps (Patented). Solid, square (½") steel axles. Double action foot brake.

Colors: Fabrics — Blue-Gray, Gray, Turquoise. Gear — Baked-on Aluminum Finish.

Net weight: 44 lbs. **Shipping weight** (one in a carton, prepacked) 54 lbs.

B-880 Same as B-882 but 15/16" gray treaded rubber tires on 12-spoke wheels.



H-694

All-wood High Chair with adjustable footrest. Fitted with overhead-type KLEENTRAY. Tray arms long enough to clear head of tallest child of high chair age. Width between arms 12¼". Depth of seat 12¼". Height of back 18". Overall height 42". Size of tray 18" x 11". Net weight 19 lbs. Shipping weight (one in a carton) 25 lbs.

H-694-S

Same as above but with removable ADJUSTA-TRAY which can be attached to chair and removed with one hand. Tray is adjustable to 3 positions forward and back.

H-692

All-wood High Chair with footrest. Fitted with overhead-type KLEENTRAY. Tray arms long enough to clear head of tallest child of high chair age. Width between arms 12¼". Depth of seat 12¼". Height of back 18". Overall height 42". Size of tray 18" x 11". Net weight 17 lbs. Shipping weight (one in a carton) 23 lbs.

H-692-S

Same as above but with removable ADJUSTA-TRAY which can be attached to chair and removed with one hand. Tray is adjustable to 3 positions forward and back.



HIGH CHAIR FINISHES

All high chairs shown on this page are available in either Essex, Maple or Light Birch finish. Only the best grades of stain, sealer, and varnish are used. All trays are finished in natural wood color with oil sealer and high quality Spar varnish.

HIGH CHAIR HARDWARE

All hardware used on Heywood-Wakefield high chairs is fine quality steel, plated for long wear and bright, good appearance.

H-690

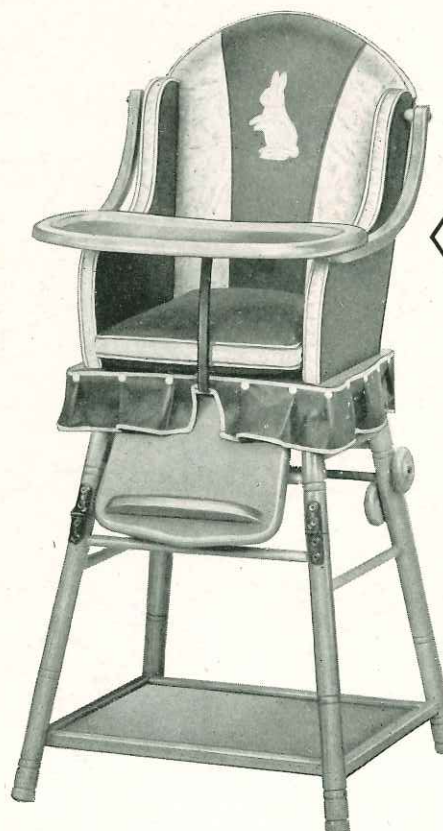
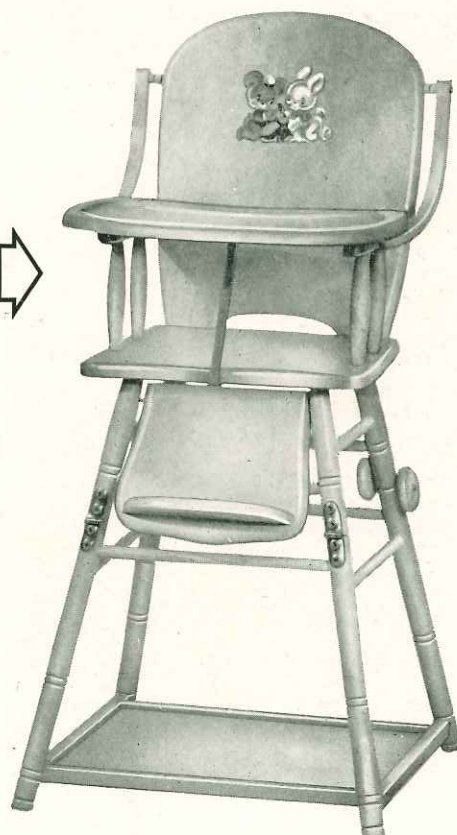
All-wood, 2-in-1 play-yard chair with overhead-type KLEENTRAY. Tray arms long enough to clear head of tallest child of high chair age. Metal catch holds chair in upright position rigidly. Folds easily into play-yard. Fitted with adjustable footrest. Width between arms 12¼". Depth of seat 12¼". Height of back 18". Overall height 42". Size of tray 18" x 11". Net weight 23 lbs. Shipping weight (one in a carton) 30 lbs.

H-690-S

Same as H-690 but with removable ADJUSTA-TRAY which can be attached to chair and removed with one hand. Tray is adjustable to 3 position forward and back.

H-691 Same as H-690 but with Chamber added. Padded seat cushion in plastic-finish fabric.

H-691-S Same as H-690-S but with Chamber added. Padded seat cushion in plastic-finish fabric.



H-680

Upholstered, 2-in-1 play-yard chair with overhead-type KLEENTRAY. Tray arms long enough to clear head of tallest child of high chair age. Metal catch holds chair in upright position rigidly. Folds easily into play-yard. Fitted with adjustable footrest. Width between arms 12½". Depth of seat 12". Height of back 18". Overall height 43". Size of KLEENTRAY 18" x 11". Net weight 28 lbs. Shipping weight (one in a carton) 35 lbs. Available in Eggshell plastic-finish fabric in combination with your choice of Red, Red Spanish, Royal Blue, Light Blue, or Pink.

H-680-S

Same as H-680 but with removable ADJUSTA-TRAY which can be attached to chair and removed with one hand. Tray is adjustable to three positions forward and back.

H-681 Same as H-680 but with Chamber added.

H-681-S

Same as H-680-S but with Chamber added.

National Advertising Keeps a Trusted Name a FAMILIAR Name

For generations Heywood-Wakefield has been a name that the mothers of America have trusted. Large-scale national advertising is keeping it a *familiar* name! Through these nationally accepted publications:

AMERICAN WEEKLY — two full-page, full color insertions
GOOD HOUSEKEEPING — four black and white insertions
TRUE CONFESSIONS — three black and white insertions
MODERN ROMANCES — three black and white insertions
BABY TALK — four black and white insertions
CONGRATULATIONS — four black and white insertions



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This seal on Heywood-Wakefield carriages and in our advertising is an extra mark of acceptance known by every mother and housewife in America!

Use these Selling Aids

Complete Mat Service

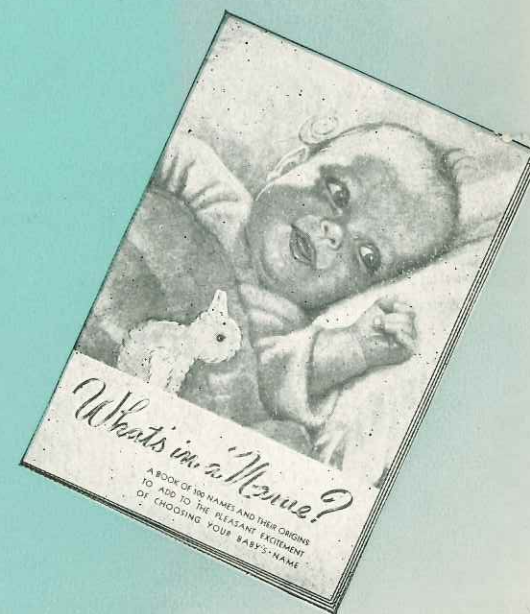
Includes radio commercials and useable mats of complete ads as well as helpful selling information.

Your Heywood-Wakefield representative will see that you get your copy.



Colorful Consumer Booklet

"What's in a Name" is not only handsome, but fascinating and informative. Mothers and their relatives love it. It's offered in our own national advertising and available to you (at \$10 a hundred with envelopes) with your own imprint to use as effective merchandising to your selected list of mothers and prospective mothers. Order in lots of not less than 100 by writing to the Advertising Department, Heywood-Wakefield Company, Gardner, Mass.



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ON EVERY WHEEL

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THE QUALITY SEAL